

Abstract (in English):

This bachelor thesis is concerned with the multi-genre music festival Colours of Ostrava which takes place in Ostrava every year since 2002. Based on interpretation of interviews with festival organizers and Ostrava representatives, the aim of the thesis is to critically analyse the complex festival identity and its negotiating. Emphasis is placed on an analysis of the relation between the form of this musical event and its ideological background. First, I present the specific organizing team and its activities. Second, I try to detect particular programme premises and to compare the festival with its European competitors. I also discuss the role of “Colours” in the image transformation of the city of Ostrava. Subsequently, I describe how the organizers indirectly choose the audience of their festival. After the characterization of the related international forum called Meltingpot, I conclude the argument describing festival creators’ educative intentions and overall philosophy.